

## **FOR IMMEDIATE RELEASE**

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### **RECYCLING THE RIGHT WAY PAYS**

#### **TOWN OF BROOKFIELD RESIDENTS RECEIVE RECYCLING REWARD**

Waukesha (Wis) – Kenneth and Jeanne Menting of the Town of Brookfield received a \$100 check for having only the “right stuff” in their recycling bin. Waukesha County’s Residential Recycling Rewards Program is designed to increase awareness of recycling and to improve the quality of materials coming into the county’s Materials Recycling Facility (MRF). Linda Wainstock, county recycling specialist, presented the reward at the Town Board meeting Tuesday night. “By putting only acceptable items in your recycling bin, you help keep the costs of the recycling program low and the dividends paid to your municipality high”, said Wainstock.

As a creative way to teach “Recycling pays”, the names of six municipalities were drawn and a random selection of streets within each municipality determined where “inspections” were performed during a two-week period this spring. The first bin found to contain only recyclables and no contamination (non-recyclables) was deemed a winner. To find out what items are acceptable for recycling, visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling) and click on your community’s name or call 896-8300 for a printed copy of the recycling guide.

Monetary awards for this program were donated by recycling businesses including **FCR, Inc.**, operator of the MRF, **Veolia Waste Services, and Waste Management**, the haulers servicing the 25 municipalities whose materials come to the MRF.

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